

App. No. 09/814,441
Attorney Docket 3250.2.1 NP

Amendments to the Claims

Claim 1 (currently amended). A method for electronically initiating a purchase of an item using a computer, the method comprising the steps of:

~~establishing a communication between a local processor and a removable~~
providing a data electronic storage medium having at least one image of at least one item
stored thereon;

accessing an image of an item from the storage medium;

viewing the accessed item image on a display in communication with a the local processor;

~~if desired, electronically selecting the item for purchase, an item selection~~
~~automatically causing purchase data on the item to be stored on a writable memory~~
device in communication with the local processor, wherein all purchase data not supplied
by a consumer is supplied by the data storage medium; and

permitting a first selection and a second selection, wherein

the first selection causes printing of an order form configured to initiate a
purchase when physically delivered to a vendor; and wherein

the second selection causes storing of the purchase data on a device
accessible by the local processor.

~~if purchase data have been stored, if desired, establishing a communication link~~
~~between the local processor and a remote vendor for order processing; and~~

~~if it is not desired to initiate order processing, storing the purchase data on a~~
~~device accessible by the local processor.~~

App. No. 09/814,441
Attorney Docket 3250.2.1 NP

Claim 2 (currently amended). The method in Claim 1, wherein:

at least one image comprises a three dimensional image; and

the viewing step comprises permitting a user to selectably rotate ~~rotating~~ the image in at least one dimension ~~from~~ between a first aspect ~~to~~ and a second aspect.

Claim 3 (original). The method recited in Claim 1, wherein the at least one image comprises two sets of images, first set comprising an image of an object and a second set comprising an image of a saleable item related to the object.

Claim 4 (original). The method recited in Claim 1, wherein the storage medium is selected from a group consisting of a read-only memory disk and a read-write disk.

Claim 5 (original). The method recited in Claim 1, wherein the item image further comprises an electronic switch means activatable with an input device in communication with the processor for enabling the selection step.

Claim 6 (original). The method recited in Claim 5, wherein:

the electronic switch means comprises a defined region on the display; and

the electronic selection step comprises using input means for pointing at and selecting the button.

App. No. 09/814,441
Attorney Docket 3250.2.1 NP

Claim 7 (currently amended). The method recited in Claim 1, wherein the viewing step is completed without having accessed information related to the item not already contained by the removable data storage medium, ~~further comprising the steps of:~~
~~—— following the electronic selection step, accessing the writable memory device;~~
~~—— viewing the purchase data; and~~
~~—— outputting the purchase data to a vendor to complete the purchase.~~

Claim 8 (currently amended). The method recited in Claim 7, wherein the method is completed without having accessed information related to the item not already contained by the removable data storage medium, ~~purchase data outputting step comprises submitting the purchase data to the vendor in at least one of an electronic form, a hard-copy form, or via a personal communication device.~~

Claim 9 (original). The method recited in Claim 1, further comprising the step, following the electronic selection step, of viewing the purchase data formatted as an order form.

Claim 10 (original). The method recited in Claim 9, further comprising the step, following the purchase data viewing step, of revising an item of the purchase data to update the purchase data.

Claim 11 (original). The method recited in Claim 1, further comprising the step, ~~following the communication establishing step, or~~ of offering a plurality of choices of

App. No. 09/814,441
Attorney Docket 3250.2.1 NP

material for display, including a virtual-reality tour of a site, a set of still images, and promotional information.

Claim 12 (currently amended). A method for assisting buyer to make a purchase from items having images thereof stored on a data an electronic storage medium, the method comprising the steps of:

providing a software application on the storage medium, the software adapted to:

- run on a local computer comprising a processor and a storage device, and input device, and a display device in electronic communication with the processor;
- display a menu on the display device comprising identifiers of the images;
- receive a selection by a user through the input device of an identifier;
- write a file on the storage device comprising the selected identifier;
- receive a selection by a user through the input device whether to ~~initiate an electronically mediated purchase of an item represented by the identifier electronically~~ initiate a printing of an order form configured to mediate purchase of an item represented by the identifier electronically when mailed to a vendor, wherein all purchase data and images related to the selected identifier are resident on the storage medium; or to retain the selected identifier for subsequent purchase if desired; and

interfacing the storage medium with the processor.

Claim 13 (original). The method recited in Claim 12, wherein the software is further adapted to retrieve the identifier from the storage device and display the identifier on the display device.

App. No. 09/814,441
Attorney Docket 3250.2.1 NP

Claim 14 (currently amended). The method recited in Claim 12, wherein the method is completed without having accessed information related to the item not already contained by the electronic storage medium. ~~further comprising the steps of accessing the storage medium through the processor and initializing the software application.~~

Claim 15 (currently amended). A system for electronically initiating a purchase of an item using a computer, the system comprising:

a removable electronic storage medium having at least one three-dimensional image of at least one item and a software application stored thereon;

a local processor;

a storage device, means for reading data from the storage medium, an input device, and a display device, all in electronic communication with the local processor;

wherein the software application is adapted to:

run on the local processor;

display a menu on the display device comprising identifiers of the images;

receive a selection of an identifier by a user through the input device;

write a file on the storage device comprising the selected identifier;

access an image of an item from the storage medium, wherein the image is a three-dimensional image;

display the accessed item three-dimensional image on the display device;

permit the user to selectably rotate the three-dimensional image about a user defined axis of rotation;

App. No. 09/814,441
Attorney Docket 3250.2.1 NP

receive a user selection of the item for purchase;
automatically store purchase data on the item on a writable memory
device in communication with the local processor; and
permitting a first selection and a second selection, wherein
the first selection causes printing of an order form configured to initiate a
purchase when physically delivered to a vendor; and wherein
the second selection causes storing of the purchase data on a device
accessible by the local processor.
~~if desired, establish a communication link between the local processor and~~
~~a remote vendor for order processing; and~~
~~if it is not desired to initiate order processing, store the purchase data on a~~
~~device accessible by the local processor.~~

Claim 16 (original). The system recited in Claim 15, further comprising means for establishing communication between the processor and an external network, the network having means for accessing a vendor of the item.

Claim 17 (original). The system recited in Claim 16, wherein the software application further is adapted to transfer the purchase data to the vendor via the network.

Claim 18 (original). The system recited in Claim 15, further comprising means for outputting a hard copy of the purchase data.

App. No. 09/814,441
Attorney Docket 3250.2.1 NP

Claim 19 (currently amended). A software application resident on a storage medium also containing digital representations of a plurality of visual images and purchasing data for items associated with at least some of the images, the software application comprising:

means for interfacing with a local processor;

means for displaying three-dimensional visual images of at least some of the items on a display device in communication with the local processor, wherein the three-dimensional visual images may be selectably rotated about a first axis by a user, thereby displaying different aspects of the items;

means for receiving a selection of an item from a user through an input device in electronic communication with the local processor; and

means for writing a file on a storage device in electronic communication with the local processor comprising the selected item and associated purchasing data;

means for, if purchasing data have been stored, ~~if desired,~~ selectably establishing a communication link to ~~between the local processor and~~ a remote vendor for order processing; and

means for, ~~if it is not desired to initiate order processing,~~ selectably storing the purchasing data on a device accessible by the local processor.

Claim 20 (original). The software application in Claim 19, further comprising means for displaying a shopping cart comprising an item identifier and purchasing data associated therewith along with the visual images.

App. No. 09/814,441
Attorney Docket 3250.2.1 NP

Claim 21 (original). The software application in Claim 20, further comprising means for displaying on the display device a complete order form comprising contents of the shopping cart.

Claim 22 (currently amended). The software application recited in Claim 21, wherein the communication link is physically printing an order form configured to be physically delivered to the remote vendor. further comprising means for outputting the order form in at least one of an electronic form or a hard-copy form.

Claim 23 (original). The software application recited in Claim 19, further comprising means for displaying a menu of subsets of visual images and means for receiving a user selection of a subset from the input device, the user selection directing a display of the subset of images.

Claim 24 (original). The software application recited in Claim 19, further comprising means for transferring a second software application to the storage device for permitting a subsequent access of the file from the storage device without the storage medium and the processor being in communication.

Claim 25 (currently amended). The software application recited in Claim 19, wherein the visual image displaying means further comprises means for displaying at least one three-dimensional form, wherein the three-dimensional form may be selectably rotated about more than one axis by a user.

App. No. 09/814,441
Attorney Docket 3250.2.1 NP

Claim 26 (currently amended). A storage medium comprising:

a plurality of visual images stored in digital form thereon and purchase data associated with at least some of the images; and

a software application comprising:

means for running on a local processor;

means for displaying a menu on a display device in communication with the local processor comprising identifiers of at least some of the images on the storage medium;

means for receiving a selection of an identifier by a user through an input device in electronic communication with the local processor; and

means for writing a file on a storage device in electronic communication with the local processor comprising the selected identifier;

means for, if purchasing data have been stored, ~~if desired,~~ selectably establishing a communication link to ~~between the local processor and~~ a remote vendor for order processing; and

means for, ~~if it is not desired to initiate order processing,~~ selectably storing the purchasing data on a device accessible by the local processor.

Claim 27 (previously presented). The method recited in Claim 1, further comprising the steps of, if purchase data have been stored, establishing subsequent communication with the vendor and transmitting the purchase data to the vendor for order fulfillment.

App. No. 09/814,441
Attorney Docket 3250.2.1 NP

Claim 28 (previously presented). The method recited in Claim 1, further comprising the step of, if purchase data have been stored, providing a reminder at processor startup via the processor that pending purchase data remain on the device.

Claim 29 (previously presented). The method recited in Claim 12, wherein the software is further adapted to, if a selected identifier has been retained, issue a reminder at process startup to the user via the processor that the selected identifier has been retained.

Claim 30 (previously presented). The method recited in Claim 15, wherein the software application is further adapted to establish subsequent communication with the vendor and transmitting the purchase data to the vendor for order fulfillment.

Claim 31 (previously presented). The method recited in Claim 15, wherein the software is further adapted to, if purchase data have been stored, issue a reminder at processor startup to the user via the processor that the selected identifier has been retained.

Claim 32 (previously presented). The software application recited in Claim 19, further comprising means for if purchasing data have been stored, establishing subsequent communication with the vendor and transmitting the purchase data to the vendor for order fulfillment.

App. No. 09/814,441
Attorney Docket 3250.2.1 NP

Claim 33 (previously presented). The software application recited in Claim 19, further comprising means for, if purchasing data have been stored, providing a reminder at processor startup via the processor that pending purchase data remain on the device.

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